



**Alberta
Cattle
Commission**

GRASS routes

The Alberta Cattle Producer Monthly Update

May 1997

Call us at (403) 275-4400



Environment Award Needs a Producer

The Environmental Stewardship Award recognizes cattle producers who do an excellent job of conserving the environment. If you know someone who would be an excellent ambassador for the industry, why not nominate them for the 1998 award? Deadline for nominations is July 1, 1997. Call the ACC office for more information (403) 275-4400.

**Cattle Market
Information
Slaughter Line
(403) 274-4340
Feeder Line
(403) 274-4345**

**Web Site
www.cattle.ca**

Canadian Beef's Asian Market Share Up

Trade news continues to be very positive for the Canadian beef industry. Asian market share is increasing and four trade missions during April and May will hopefully solidify the trend.

The latest international trade statistics from Asia show that while Canada has enjoyed an increase, the United States and Australia have lost market share.

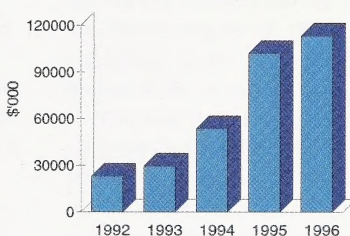
"We feel very fortunate," says Cam Daniels, marketing manager for the Canada Beef Export Federation (CBEF). "BSE and E-Coli issues have had an impact. We didn't meet our goals but

we've actually seen a market share increase which is very positive."

In April, Mexican and Hong Kong delegations were able to see the Alberta beef industry first hand. At the end of May, a South Korean mission will be followed by a delegation from Japan.

Between hosting trade missions, CBEF participated in international food shows in Korea and Taiwan.

Canadian Beef Exports to Asia



U.S. Trade Review - Waiting for Results

The U.S. International Trade Commission study to determine if NAFTA or GATT has adversely affected U.S. cattle and beef sectors will likely be released early June.

Larry Sears, the Canadian Cattlemen's Association foreign trade chairman, is cautiously optimistic of a favorable outcome.

"We need to remain vigilant about our relationship with our biggest trading partner," says Sears.

He feels Canada must

make sure the United States understands why current trade patterns have developed and that last year's influx of Canadian cattle will slow down and be replaced with boxed beef.

"There's an opportunity for the United States to take part in the expansion of the feedlot and packer sectors in Western Canada," explains Sears. "We need to give them confidence that this expansion will be good for the entire Pacific Northwest."

Canadian Beef First in China

Canada has become the first country to sign a beef import protocol agreement with China, representing a major first step towards opening China's vast food market to more Canadian agriculture exports.

The beef protocol sets the terms and conditions under which Canada may export beef products directly to China's retail market.

A number of matters flowing from the agreement are yet to be finalized such as the review and approval of exporting plants by Chinese authorities. China expects to conclude the export criteria this year.

The fact this is the first beef protocol China signed with any country demonstrates the high esteem in which Canada's animal and food hygiene system is held.

Canadian Cattlemen's Association President David Andrews says, "Any inroads into the vast Chinese beef market can only be good news. Getting into China before our major trading partners provides a real opportunity for increased Canadian beef sales."

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